

eBusiness Planning Workshop

Taking the next step in eCommerce

A practical approach with a Small / Medium Business focus, this workshop is the ideal opportunity to plan the next steps in your eBusiness journey

- Identifying opportunities beyond email and web sites
- Improving the return on your investment in business technology
- Evaluating different eBusiness models – perhaps there's a better way?
- Coping with the ever-increasing pressure to use technology!
- Providing practical resources and an eBusiness Road map for the future

Format: 'Hands-on', 3 hour Workshop

Cost: Free

Alternate Dates, Times, & Venues:

Workshop 1: Monday November 28
4.00-7.00pm at Prahran

Workshop 2: Wednesday November 30
8.00-11.00am at Croydon

Workshop 3: Wednesday November 30
4.00-7.00pm at Croydon

Workshop 4: Thursday December 1
8.00-11.00am at Prahran

Enquiries please contact:
Swinburne Centre for Collaborative Business Innovation
Phone: 9214 6896 or email: ccbi@swin.edu.au
Swinburne Business Enterprise Centre
Phone: 9726 1610 or email: swinbec@swin.edu.au



**SWIN
BUR
NE**

SWINBURNE UNIVERSITY
OF TECHNOLOGY
TAFE